

WHAT IS CLAIMED IS:

1. An apparatus for transmitting and receiving a message using a caller ID, comprising:

a first communications device having an embedded circuit to receive, modulate, and transmit information;

sub-B' } a cable/mobile communication company switching device configured to receive the information from the first communication device and provide access to a communication network for the communications device, the cable/mobile communication company switching device having an embedded circuit for demodulating and transmitting the information; and

a subscriber device configured to receive the information from the first communications device through the cable/mobile communication company switching device and the communication network, the subscriber device having a display unit and an embedded circuit to demodulate and identify a sender of the information.

2. The apparatus of claim 1, wherein the subscriber device displays the information and the identify of the sender on the display unit.

3. The apparatus of claim 1, wherein the information is a text message.

4. The apparatus of claim 3, wherein the text message is an advertisement from an advertisement service company.

5. The apparatus of claim 1, wherein the first communications device is an advertisement service company communications device that generates an advertisement as the information, and the subscriber device is an advertisement service subscriber communications device that receives the advertisements from the advertisement service company communications device.

6. A method for transmitting and receiving a message using a caller ID, comprising:

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- (a) providing information of at least one message recipient and a message to be transmitted to the at least one message recipient;
 - (b) modulating the at least one message recipient's information, with the message and information of a message provider; and
 - (c) transmitting the modulated information of the at least one message recipient, the message, and the message provider information.

7. The method of claim 6, wherein the steps of modulating the inputted advertisement service subscribers information and advertisement message, and

information on a caller (calling party) and demodulating the received advertisement message and caller information are performed using FSK modulation/demodulation.

8. The method of claim 6, wherein steps (a) and (b) are performed while a character inputting unit for inputting the at least one message recipient's information and the message is in an on-hook state.

9. The method of claim 6, wherein step (a) further comprises completing the inputting of the at least one message recipient's information and the message, while the character inputting unit is in the on-hook state.

10. The method of claim 6, wherein step (c) further comprises occupying a ~~central office~~ ^{telephone} line and sending a ring signal to a corresponding one of the at least one message recipient when a prescribed button of the character inputting unit is keyed in, while the character inputting unit is in an off-hook state.

11. The method of claim 10, wherein a state mode of the character inputting unit is changed from the off-hook state to the on-hook state after the completion of step (c).

12. The method of claim 10, wherein the central office line is a speech line.

13. A method for transmitting and receiving a message using a caller ID, comprising:

receiving an advertisement message and caller information, and demodulating the

received advertisement message and caller information;

sub P3 > displaying the demodulated caller information on a display section;

displaying the contents of the demodulated advertisement message on the display section, and listing the displayed advertisement message contents to store the listed advertisement message contents in a memory; and

identifying the stored advertisement message contents.

14. The method of claim 13, wherein the steps of modulating the inputted advertisement service subscribers information and advertisement message, and information on a caller (calling party) and demodulating the received advertisement message and caller information are performed using an FSK modulation/demodulation.

15. The method of claim 13, wherein the contents of the advertisement message displayed on the display section are listed with respective icons to store them.

16. The method of claim 13, wherein the contents of the advertisement message displayed on the display section are listed by the caller information or caller IDs to store them.

17. The method of claim 13, wherein the contents of the advertisement message displayed on the display section are listed by the caller information or caller IDs to store them, and payment of charges for the reception of the advertisement message is automatically requested.

18. A method for transmitting and receiving a message using a caller ID, comprising:

providing advertisement service subscriber information and an advertisement message;

modulating the advertisement service subscribers information and advertisement message and information on a sender of the advertisement message;

transmitting the modulated advertisement service subscribers information, advertisement message, and sender information;

receiving the advertisement message and sender information by an advertisement service subscriber corresponding to the advertisement service subscribers information, and demodulating the received advertisement message and sender information;

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~~displaying the demodulated calling party information and the contents of the demodulated advertisement message on a display.~~

19. The method of claim 18, further comprising listing the displayed advertisement message contents to store the listed advertisement message contents in a memory, and identifying the stored advertisement message contents.

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20. An apparatus for transmitting and receiving a message using caller ID, comprising:

~~an input circuit, to receive and modulate message data;
a communications circuit, coupled to receive and demodulate the modulated message data and receive an identification signal from the input circuit; and
a receiving terminal, coupled to the communications circuit to receive the demodulated message data and the identification signal.~~

21. The apparatus of claim 20, wherein the communications circuit comprises a communications service provider that provides a communications channel between the input circuit and the receiving terminal.

22. The apparatus of claim 21, wherein the communications service provider is a telephone company.

23. The apparatus of claim 20, wherein the identification signal uniquely identifies the input circuit.

24. The apparatus of claim 20, wherein the input circuit comprises an input port for receiving the message data, a modulator to modulate the message data, and a modem to output the modulated data.

25. The apparatus of claim 20, wherein the communications circuit comprises an input port to receive the modulated data and the identification signal, a demodulator to demodulate the received message data, and a transmitter to transmit the received message data and identification signal.

26. The apparatus of claim 25, wherein the transmitter comprises a modulator to modulate the received message data and identification signal for transmission, and an exchange to establish a communication channel between the input circuit and the receiving terminal.

27. The apparatus of claim 26, wherein the exchange is a public switched telephone network.

28. The apparatus of claim 26, wherein the exchange is a wireless telephone network.

29. The apparatus of claim 20, wherein the receiving terminal comprises a display panel to display the message data and the identification of the input circuit.

30. The apparatus of claim 20, when the receiving terminal comprises a telephone and a caller ID terminal.

31. A method for transmitting and receiving a message using a caller ID, comprising:

sub D6 providing advertisement service subscriber information and an advertisement message;

modulating the inputted advertisement service subscribers information and advertisement message, and information on a calling party;

transmitting the modulated advertisement service subscribers information, advertisement message and calling party information;

receiving the transmitted advertisement service subscribers information, advertisement message and calling party information, and demodulating the advertisement message and calling party information of the received advertisement service subscribers information, advertisement message and calling party information;

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Cont modulating the demodulated advertisement message and calling party information, and transmitting the modulated advertisement message and calling party information;

receiving the transmitted advertisement message and calling party information, and demodulating the received advertisement message and calling party information;

displaying the demodulated calling party information and the contents of the demodulated advertisement message on a display.

32. The method of claim 31, further comprising listing the displayed advertisement message contents to store the listed advertisement message contents in a memory, and identifying the stored advertisement message contents.

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